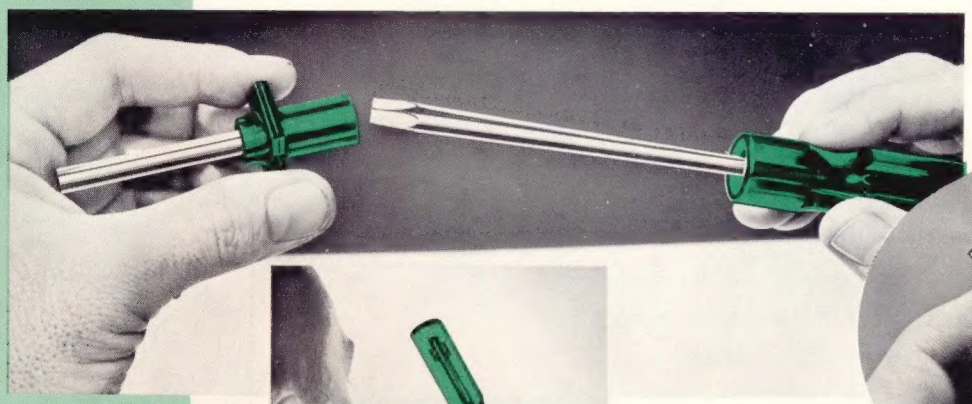
HOW TO DEMONSTRATE AND SELL THE QUICK-WEDGE SCREW-HOLDING SCREWDRIVER

① SHOW HIM THE BLADE CONSTRUCTION

a. Pull the button and tube off and spread the 2 split blades apart with thumb and forefinger about 1-inch to show that they are actually 2 blades.



"This is the finest spring steel available."

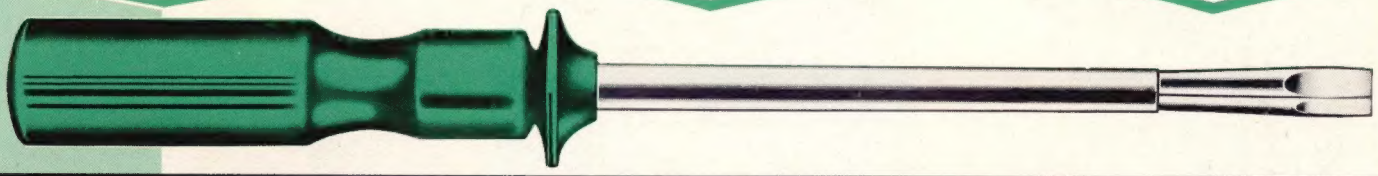
b. Hold the screwdriver up to the light so that the wing (on 1800 and 2300 series) is visible through the transparent handle. **"See how the blades are bonded into the handle and can't possibly twist or pull loose."**

② DESCRIBE THE QUALITY MATERIALS

a. "The handle is shockproof, unbreakable Tenite II, the toughest plastic known." Tenite II, is classified by the Armed Forces as "Slow-Burning", and it's the type plastic specified for use in aircraft, atomic energy and other facilities where utmost fire prevention is vital. This handle will burn at the rate of less than one inch per minute when ignited by a Bunsen (gas) burner. "Hit it with a hammer and you can't crack it. It is really tough."

b. "This is Bundy tubing, cadmium plated for rust resistance."

c. The blade is finest spring steel — the bit is hollow ground . . . an unusual feature among screwdrivers.



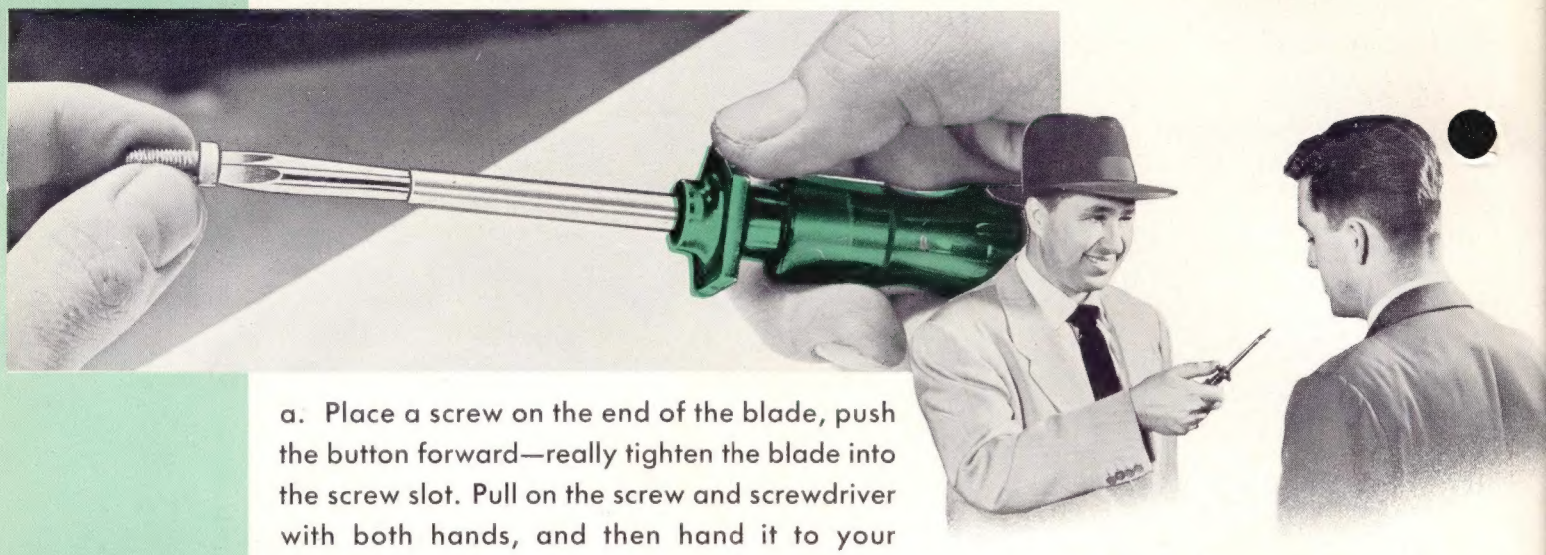
③ DESCRIBE THE QUALITY WORKMANSHIP

a. "It takes 27 hand operations to make this Screwdriver." Each operation is carefully supervised and length of tubing, hollow grinding, and other tolerances are machined to within one one-thousanth of an inch.

UNCONDITIONALLY GUARANTEED

b. The workmanship and performance are unconditionally guaranteed. This means any Screwdriver which fails to function or becomes damaged in use may be returned to the factory for a free exchange of a new Screwdriver.

④ SHOW HOW IT WORKS



a. Place a screw on the end of the blade, push the button forward—really tighten the blade into the screw slot. Pull on the screw and screwdriver with both hands, and then hand it to your prospect. Tell him to "Try it yourself!"

⑤ EXPLAIN TO HIM HOW IT WORKS

a. Point the Screwdriver toward his face putting the blade tips about a foot from his eyes. Using two fingers of the left hand, spread the 2 blades apart and show him the diagonal cut which permits each blade to ride up on the other. "The diagonal cut is the secret of how it works."

b. Then repeat the action of gripping the screw.

c. See the back page of "Don't Drop That Screw" folder for detailed description of how it works.

⑥ MENTION THESE COMPETITIVE ADVANTAGES

a. See the list on inside pages of "Don't Drop That Screw" folder.

b. Be sure to mention "This product is unconditionally guaranteed."

⑦ MENTION SALES HISTORY AND NATIONAL ADVERTISING

a. Over 1,000,000 screwdrivers have been sold.

b. Stocked by hardware, electronic, and automotive dealers and wholesalers.

c. Nationally advertised in nine magazines in six major fields.

General Consumer
Mechanix Illustrated
Family Handyman
Home Craftsman

Radio-Television
Radio-Television News
QST

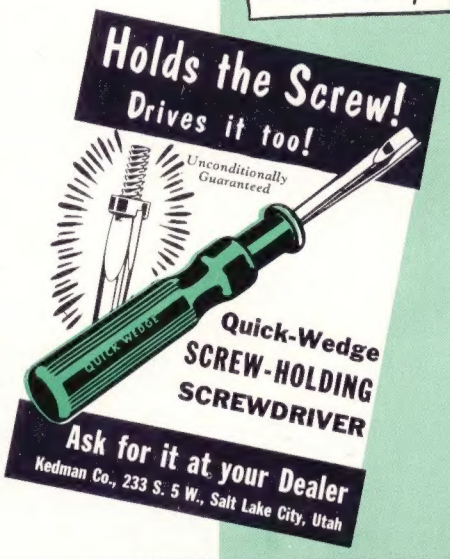
Automotive
Hot Rod

Industrial Education
School Shop

Electrical
Contractors Electrical Equipment

Canadian Dealer
Product News

FAMILY HANDYMAN
RADIO-TELEVISION NEWS
AUTOMOTIVE DIGEST
MECHANIX ILLUSTRATED
PRODUCT NEWS
HOT ROD
RADIO — ELECTRONICS formerly RADIO-CRAFT
CONTRACTORS' ELECTRICAL EQUIPMENT
THE HOME CRAFTSMAN MAGAZINE
POPULAR MECHANICS MAGAZINE
QST
School Shop



⑧ THESE COLORFUL COUNTER CARDS AND DEALER ASSORTMENTS HELP SELL IT

a. **No. 18 Assortment** offers small, medium and heavy duty sizes, with back-up stock.

b. **No. 1712 Assortment** offers a selection of popular, small size screwdrivers.

c. Both assortments are smart, attractive 3-color easel displays, easy to set up, attention-getting, and sales producers. See catalog sheet for details.

FACTS TO EMPHASIZE IN SELLING QUICK-WEDGE SCREWHOLDING SCREWDRIVERS TO THE HARDWARE, AUTOMOTIVE OR ELECTRONIC TRADE

1 QUICK-WEDGE IS A PROFIT ITEM

Quick-Wedge screwdriver assortments carry conventional mark-ups and discounts customary to the trade in the field of hand tools.

2 THE DEALERS WILL EXPERIENCE DEMAND FOR THIS PRODUCT

National advertising in nine magazines produces continuing proved demand, month in and month out. All the dealer has to do is display his counter assortment cards, and demonstrate this tool whenever the opportunity presents itself.

3 IT IS NOT A NEW, UNTRIED ITEM

Although your prospect may not have seen it before, Quick-Wedge is not a "new product" in the exact sense of the word. More than a **million** of these handy screwdrivers have been sold.

4 QUICK-WEDGE IS A STRICT QUALITY PRODUCT . . . . UNCONDITIONALLY GUARANTEED

Blades are finest spring steel. **Tubing** is cadmium-plated, rust resistant Bundy tubing. **Handles** are shockproof, slow-burning, hammerproof, tough Tenite II plastic. 27 separate hand operations go into its manufacture. Quick-Wedge is unconditionally guaranteed.

5 ALERT DEALERS ARE LOOKING FOR NEW PRODUCTS TO BRING THEM VOLUME

Wide awake dealers are interested in getting an extra profit which a new product on their shelves can bring. Repeat sales mean extra business without extra sales effort.

6 A QUICK DEMONSTRATION SELLS QUICK-WEDGE

Just say, "Have you seen one of these?", quickly insert blade in screw slot, push button forward, and hand to your prospect. What could be easier?

7 EVERYONE IS A PROSPECT

Everyone, (yes, even a housewife) uses a screwdriver. Everyone has fumbled and dropped a screw. Everyone instantly recognizes this tool as the answer to an annoying problem. Mechanics, carpenters, electricians, repairmen . . . anyone who works with tools, wires, switches, screws are fascinated and interested in this product. **You can quickly transfer this interest into cash sales.**

KEDMAN COMPANY, Manufacturers, 233 South 5th West Salt Lake City 1, Utah

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